To: 1600 - Buffalo Region (BURRELL)
From: Callaghan, Stephen W.
Posted: 5/19/98 7:46
Opened: 5/19/98 16:23
Subject: FWRD: RESOURCE PLAN RECAP

lillian

please make colored copies of the attached for all sales reps and managers in the region.

thanks steve c.

========== <Forwarded Letter> ==========
From: Fitzin, Thomas J.
To: CALLAGS
Subject: RESOURCE PLAN RECAP
Posted: 05/15/98 13:51
Priority: High Priority

The attached file contains a one page recap of the Partner Resource Plan that I thought you might find of interest.

The recap pulls the Partnership levels together with the :
- workplan periods / dates
- discount timing, number of weeks, non match, discount match, value match etc.
- payment timing
- State discount rates for Full Partnership
- Salem Match
- misc. etc.

I reviewed this with our Mgmt here in Boston, bounced it off Todd (McMahon), and our favorite AMO Don and all found it of value.
Give me a call with questions or comments.
Sincerely,
Tom

CC: Duszynski, R, Noonan, R, Tanchyk, R, Zecca, Anthony, Schwalm, S, Alessandra, C, Ridge, Robert, Burrows, Robert, Keeney, David, Smith, Richard A., Jurgensen, Kurt T., Norris, Chuck H., Macleod, Stephen, Mclean, James J., Eckardt, Diane C., Mcgowan, Richard J., Roth, William J.

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RETAIL PARTNER RESOURCE EXECUTION PLAN

FULL PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	THIRD QUARTER													FOURTH QUARTER											
		JULY (7/6-7/31)				AUGUST (8/3-8/28)				SEPTEMBER (8/31-10/2)					OCTOBER (10/5-10/30)				NOVEMBER (11/2-11/27)				DECEMBER (11/30-1/1/99)				
		1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
NO MATCH	8 WEEKS	1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
*DISCOUNT MATCH	8 / 1 / 1R	1	2	3	4	5	6	7	1R	9	10	11	12	13	1	2	3	4	5	6	7	1R	9	10	11	12	13
VALUE MATCH	8 / 1 / VALUE	1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
PRESENCE BONUS	10 WEEKS	1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
5 WEEKS (.50¢) ADVANTAGE									1/2	1/2	1/2	1/2	1/2									1/2	1/2	1/2	1/2	1/2	
DORAL / MONARCH* 13 WEEKS (MINIMUM $2.00) CEILING STRATEGY		1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
PAYMENT TIMINGS →																											

FULL PARTNERSHIP LEVEL---- STATE FULL PRICE DISCOUNT VALUES ---- (ME., RI. $2.00) --- (MA., NH., CT. $2.50)

BASE PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	THIRD QUARTER													FOURTH QUARTER											
		JULY (7/6-7/31)				AUGUST (8/3-8/28)				SEPTEMBER (8/31-10/2)					OCTOBER (10/5-10/30)				NOVEMBER (11/2-11/27)				DECEMBER (11/30-1/1/99)				
		1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
NO MATCH / RA / MERCH. NEUTRAL	5 WEEKS									1	2	3	4	5									1	2	3	4	5
DISCOUNT MATCH	5 / 1 / 1R	1	1R							2	3	4	5	6	1	1R							2	3	4	5	6
VALUE MATCH	5 / 1 / VALUE	1								2	3	4	5	6	1								2	3	4	5	6
DORAL / MONARCH* 7 WEEKS (MINIMUM $2.00) CEILING STRATEGY		1	2							3	4	5	6	7	1	2							3	4	5	6	7
PAYMENT TIMINGS →																											

BASE PARTNERSHIP LEVEL---- FULL PRICE DISCOUNTING $2.00 (ALL ACCOUNTS AT THIS LEVEL AT $2.00 RATE REGARDLESS OF STATE VALUES)

* MONARCH $3.00 CEILING STRATEGY (EXCEPTION STATE OF MAINE $4.00)

R **THIS REPRESENTS THE 1 WEEK RETAILER MATCH. WHILE THE TIMING IS INDICATED ON THIS CALENDAR YOU SHOULD:**
WORK THE RETAILER ADDED MATCH FUNDS BASED ON COMPETITIVE ACTIVITY AT EITHER THE START OF OR END OF THE ABOVE NOTED TIMELINES.

'ALUE MATCH ACCOUNTS— IN THESE ACCOUNTS WHERE THE RETAILER DOES NOT PROVIDE DISCOUNT DOLLARS WE WILL REQUIRE THE SAME ALTERNATIVE VALUES FROM THESE ACCOUNTS AS WE HAVE ON PREVIOUS PROGRAMS : ALL ACCOUNTS MUST AGREE TO COMPLETE OUR BUYDOWN TRACKING FORM PER OUR GUIDELINES.
IN ADDITION CHOOSE A MINIMUM OF THREE OF THE FOLLOWING:

1 PLACE REQUESTED TEMPORARY DISPLAY(S) IN A MUTUALLY AGREEABLE LOCATION.
2 RETAILER PROVIDES ADVERTISING FOR PROMOTION
3 RETAILER INFORMS / PRESENTS PROMOTION TO COMPETITIVE SMOKERS
4 PLACE WINDOW PASTER / POS
5 RETAILER FLYER / ADVERTISING
6 PLACE BANNER
7 RETAILER GIVEAWAYS

SALEM---(CG- 1128, 1131) MATCH NEWPORT / KOOL / MARLBORO MENTHOL STRATEGY--SALEM TEAR TAPE PROGRAM
SALEM--- (CO 1122 WITH FLOOR DISPLAY) MATCH NEWPORT / KOOL / MARLBORO MENTHOL UP TO .40/$4.00 STRATEGY

.OW VOLUME (0-75) WITH QUARTERLY FREQ---- FP DISCOUNT AT $2.00 AND DORAL AT CEILING STRATEGY RATES. LIMIT DISCOUNTING TO ON HAND INVENTORY.

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5/19/98

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